

Cross Border Seller Registration Guide (Amazon US)

Last Updated: 11/30/2022



INTRODUCTION

This document is designed to create a smooth and seamless experience when creating and registering your Professional Seller Account. In addition, **this guide procedure is based on registration of a Professional Seller account.**

- Please note that because Amazon constantly updates the site environment for a better seller experience, you may see a slightly different screen than the guide image used in this article. However, because the overall procedure is similar, you can get sufficient help from this guide.
- Please note that once completed, **each step in the registration process is irreversible** and it will no longer be possible to return to the previous step to modify the information. Carefully check the information you fill in and proceed to the next step only once you are sure everything is entered correctly.
- Amazon Global Selling SEA offers a variety of guide emails to sellers who have registered their account. Therefore, we encourage you to periodically check the email account you used for your Amazon account, and make sure that any related emails from Amazon are not classified as spam.
- In addition to registering your account, more information about Amazon Global Selling can be found on [the website](#).

The information we're sharing with you is confidential and proprietary to Amazon. These materials are subject to the confidentiality obligations in your agreement with Amazon or in a nondisclosure agreement between us. Any unauthorized disclosure, dissemination, distribution, copying, or the talking of any action in reliance on the information herein is strictly prohibited.

The information contained in this presentation does not constitute legal, tax or financial advice. If you are in doubt as to the action you should take, please consult your legal, financial, tax, or other professional adviser.

CONTENT TABLE

Click on the icon to learn more about that section

Getting Started



1. About Starting an Amazon Selling Account



2. Registering an Amazon Selling Account



3. Seller Identification Verification (SIV) Guide



4. In-Person Verification (IPV) Guide



5. Amazon Postcard Address Verification (OTP)



6. Amazon Post Seller Identity Verification



7. Amazon Seller Performance Review (SPR)



8. FAQ



9. Appendix

Registration Process

Post Registration Process

Additional Resources

About Starting an Amazon Selling Account

1

Click on the sub-category you need

Types of Amazon Selling Account

Registration Process for Selling Account

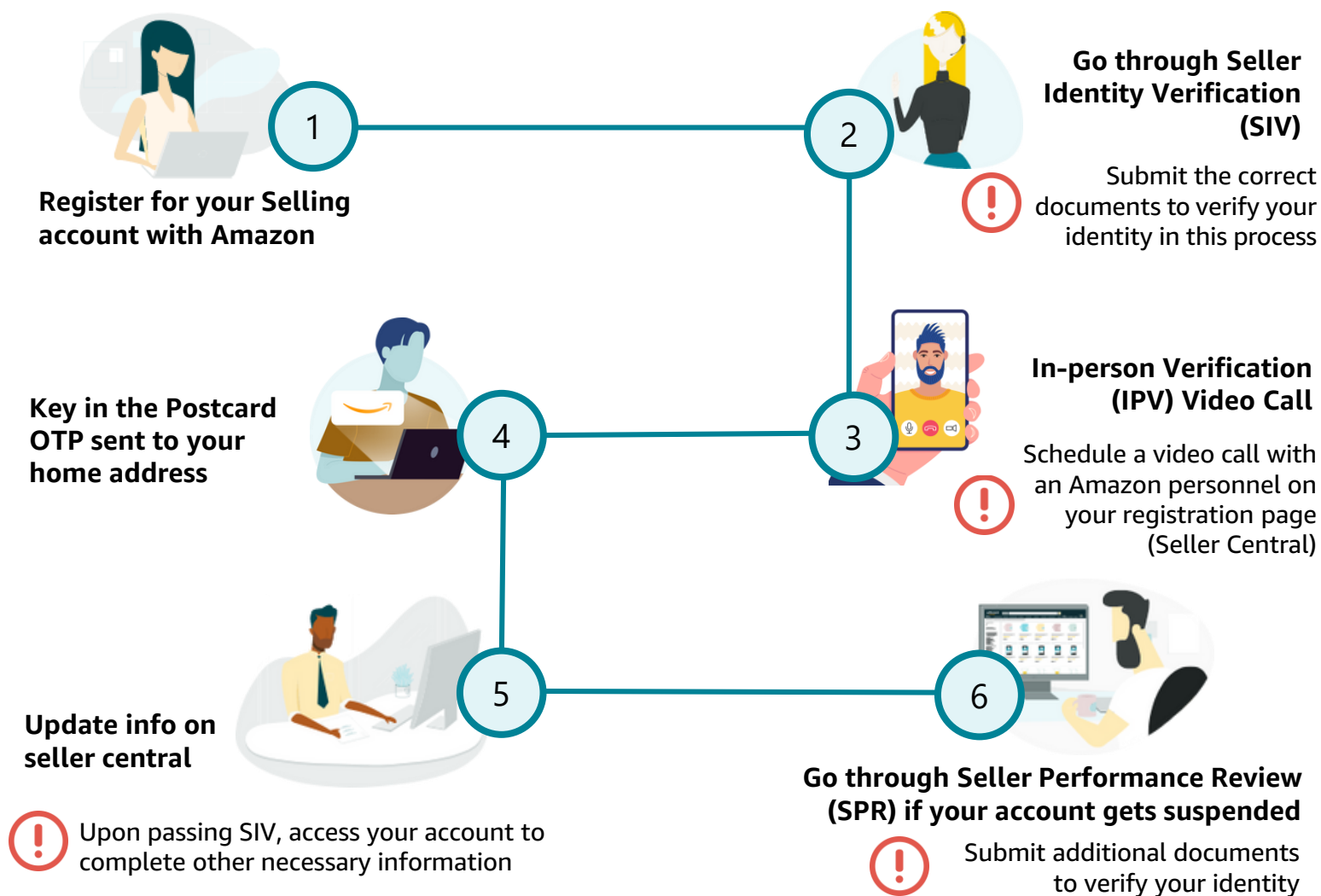
[Back to Content Table](#)

Two Types of Amazon Selling Account

Plans	Individual	Professional
	\$0.99 / Item sold + additional selling fees	\$39.99 / Month + additional selling fees
Overview		
	• You sell fewer than 40 items a month • You don't need advanced selling tools or programs • You're still deciding what to sell	• You sell more than 40 items a month • You want access to APIs and more selling reports • You want to sell with programs like Launchpad or Handmade • You want to sell products in restricted categories

For more info on the monthly subscription fee and refund for Professional Selling plan, please refer to this [FAQ](#)

Registration Process for Selling Account



[Back To Content Page](#)

[Back To Section Head](#)

Registering an Amazon Selling Account

2

Click on the sub-category you need

Business Information

Seller Information

Billing

Store and Product Information

[Back to Content Table](#)

Business Information

Business information

Business location ⓘ

Select a country

If you don't have a business, enter your country of residence.

By clicking on 'Agree and continue', you agree to the Amazon Services Business Solutions Agreement and Amazon's Privacy Notice.

If you use the selling services offered in Amazon's stores other than in Canada, United States, or Mexico, you also agree to the additional terms listed on the International Selling Agreements page with respect to those services.

You agree to the additional terms and conditions of Customer Service by Amazon (CSBA). To help you get started, we automatically enroll you for this service. You will benefit from our established customer service for your self-shipped orders in stores where CSBA is available. We'll inform you of any potential fee in advance via your registered email. You can opt-out of CSBA at any time.

1

Select the country in which your business is located

Business type

Select an entity type

2

Select your Business Type (i.e, State-owned, Publicly-owned, Privately-owned, Charity or None, I am an individual)

3

If you selected 'None, I am an individual'

If you selected 'State-owned, Publicly-owned, Privately-owned, Charity'

Business information

Business location ⓘ

Business type

None, I am an individual



Please ensure your business type selection is correct.

An individual sells in a private context. An individual does not sell a product to a company / charity and does not operate in a business or professional context.

An incorrect selection may affect the status of your account.

First name ⓘ

First name

Middle name(s) ⓘ

Middle name(s)

Last name ⓘ

Last name

Business Name, used to register with your state or federal government



I confirm my business location and type are correct, and I understand that this information cannot be changed later.

Key in the business name you used to register with your government, **word-for-word**

You will be prompted to enter your First, Middle and Last name

[Back To Content Page](#)[Back To Section Head](#)

Seller Information

1 Seller information 2 Billing 3 Store 4 Verification

Primary contact person information ^

First name Middle name(s) Last name

Enter your complete name, as it appears on the passport or ID

Country of citizenship
Select country

Country of birth Date of birth
Select country Day Month Year

1

Ensure that the information entered reflects your personal documents (Passport / Driver's License)

Residential address

Singapore ZIP / Postal code

Address Line 1 Address Line 2

City / Town

Receive PIN through
☒ SMS ☐ Call

Phone number for verification
+65

SMS verification language
English (United States)

Send SMS

Next

2

Make sure **the address you entered is accurate** to receive a postcard OTP from Amazon. Changes made after successful [registering may result in SPR being triggered](#)



NOTE

You will not be able to change your particulars after moving on to the next step. You will only be able to do so when you have successfully completed registration.

[Back To Content Page](#)[Back To Section Head](#)

Billing

✓

Seller
information

2

Billing

3

Store

4

Verification

Payment information

Credit card details

Monthly Subscription Fee

You will be charged a Professional selling subscription fee of 39.99 USD for the first month. You will continue to be charged this fee each month if you have active listings. If you do not have active listings, you will not be charged a subscription fee in that month. If you expand to sell in other stores, you will pay the equivalent of 39.99 USD per month, split proportionately across each country or region in which you have an active listing and charged separately in each local currency. You can downgrade at any time. For more information, see [this page](#).

Credit card number

Expires on

1

2022

Card holder's name

Billing address

+ Add a new address

- 1 Enter your credit card details. The credit card holder **DOES NOT** need to be the same person as the account registrant.
 - 2 Ensure that the default address information is the same as the credit card billing address. If not, add a new address.
- ! If the credit card billing address is not the same as the billing address you entered at the bank, account registration may be unsuccessful.**

[Back To Content Page](#)[Back To Section Head](#)

Store and Product Information

Store and Product Information

Answer a few questions about your business so we can best assist you during onboarding. The answers you provide do not impact your ability to register for a selling account.

Store name

Enter a name for your store

Do you have Universal Product Codes (UPCs) for all your products?

☐ Yes ☐ No

Are you the manufacturer or brand owner (or agent or representative of the brand) for any of the products you want to sell on Amazon?

☐ Yes ☐ No ☐ Some of them

Previous

Next

1 Enter your store and product information.

? *To understand more about UPC/EANs, click [here](#)*

2 If you click 'Yes' or 'Some of them' for this question, you'll be asked: Do you own a government-registered trademark for the branded products you want to sell on Amazon?

Need Help?

Rate this page

Get support

Policies and Agreements

English



To contact Amazon Seller Support team for any questions regarding the SIV procedure, click on **"Get Support"** at the bottom of the page

Back To Content Page

Back To Section Head

Amazon Seller Identity Verification (SIV) Guide

3

Click on the sub-category you need

SIV Document Preparations

Identity and Address Verification

Example of Passport Screenshots

Uploading Bank Statements

SIV Status Meanings

[Back to Content Table](#)

SIV Document Preparations

Necessary Documents

1. **Identity proof, color scanned copy of one of the following:**
 - Passport **(including the page with your signature)**. [See valid examples here](#)
 - Driver's license
 - * for CN sellers, only Passport is acceptable.
2. **Additional proof, scanned copy of one of the following:**
 - Bank/ Credit Card / Payoneer Statement issued within the past 180 days

SIV Documents Do's and Don'ts

- ✓ Scan the original document ensuring it is **high definition** and the words are visible
- ✓ The document image must **be high quality, colored and unobstructed**
- ✓ Passport **has bearer's signature**
- ✓ Document **are in supported languages**: Chinese, English, French, German, Italian, Japanese, Portuguese, Turkish or Spanish
- ✓ Name of company or point of contact mentioned on the statement should either **match the business name** or **point of contact name provided during registration**
- ✓ Document (bank/credit card statement) must be **issued within the past 180 days**
- ✓ Document must **not be expired**

Identity and Address Verification

Identity and Address Verification

Primary contact person information

Name
Date of birth
Country of birth
Country of citizenship
Identity data
Residential address
Driving license document

Proof of Address

Bank account statement

Upload front side
Upload back side

Upload Document

Previous Next

Upload a **government-issued identity document** you selected for verification

Things to take note

Common Mistakes:

- The **full name** of the document **should match** the full name on your registration.
- *For passport:* please ensure **that the passport has the bearer's signature**.

Others:

- The document **must not be expired**.
- *For driver's license*, **both sides of the card** should be uploaded.



Best practices:

- The document image must be **high quality, colored and unobstructed**.



You can check out examples of approved passport submission for each country [here](#).

Back To Content Page

Back To Section Head

Uploading Bank Statements

Identity and Address Verification

Primary contact person information

Name

Date of birth

Country of birth

Country of citizenship

Identity data

Residential address

Driving license document

Proof of Address

Bank account statement

Upload Document

Previous Next

Upload additional document
(Bank account / Credit card
/ Payoneer statement)

Things to take note:

Common Mistakes:

- The **name of the company or point of contact** mentioned on the statement should either **match the business name or point of contact name** provided during registration.
- Your document **must** be in one of the following languages: Chinese, English, French, German, Italian, Japanese, Portuguese, or Spanish. If it is not in one of these languages, provide a [notarized translation](#) of your document.

Others:

- Hide the account number and monetary amounts, but the **rest of the document must be visible**.
- Document must be **issued within the past 180 days**.
- Accepted formats are *.png, *.tiff, *.tif, *.jpg, *.jpeg, and *.pdf
- E-statements are accepted, but have to be unaltered (eg: not cropped)

[Back To Content Page](#)

[Back To Section Head](#)

SIV Status Meanings

Status 1: SIV Appeal Rejection



Provided information needs correction

We are unable to verify your document. Please submit a new copy of your document and ensure that it meets our guidelines.

This means that all the documents you have submitted does not fit in ALL requirements

You will need to:

- Check your submitted documents and resubmit the accurate documents that meet ALL requirements on your registration page

Status 2: SIV Failed



Unable to verify account information

We are unable to verify the documents you provided. As a result, you may not sell on Amazon. We cannot give you more information about this matter, and we may not reply to further emails about this decision.

This means that you have failed SIV as a result of too many resubmission attempts with documents that do not fit in ALL requirements.

You will need to:

- Reach out to Seller Support via Contact Support option available in Seller Central;
- Or state your exact SIV issue with your registered email to trms-siv-sesunoir@amazon.com



NOTE

Before you resubmit the documents, please double check that your documents fit ALL requirements in the SIV guide.

Too many resubmissions with the same invalid documents will result in the failure of SV. When that happens, you will not be allowed to resubmit your documents and have to either contact Seller Support or send an email to trms-siv-sesunoir@amazon.com

[Back To Content Page](#)

[Back To Section Head](#)

Amazon In-Person Verification (IPV) Guide

4

Click on the sub-category you need

Instant Call Identity Verification

What to Prepare for IPV

What Happens after IPV

[Back to Content Table](#)

Instant Call Identity Verification

Identity Verification

Please connect with the next available Amazon associate to complete your identity verification now using a video call

1

Choose your desired language for the video call:

English (US) ▼

Current wait time for next available associate is 1-6 mins
Standard operation hours : Mon 8:00 AM - Sat 7:59 AM Singapore Standard Time

2

You can also click [here](#) to schedule an appointment on a future date and time.

- 1 Once your documents are successfully uploaded, you will be prompted to take a video call to complete your verification at your convenience.

Select your preferred language for the video call. Make sure it is a language you are comfortable with.

- 2 You can also **schedule an appointment on a future date** and time via clicking the hyperlink as seen in the box.

NOTE: Appointments are likely available in **the next 2-7 business days**, which might delay your verification process.



NOTE

Your video call may be recorded for quality and audit purposes. However your video WILL NOT be shared with any external or third parties.

What to Prepare for IPV

Identity Verification

Appointment time



- October 18, 2022 at 11:40 AM Singapore Standard Time
- Along with identity verification, you may also be required to complete address verification. We will post an OTP within 5-8 business days, to the address you provided.

Documents



At the appointment, you will need the original documents that you uploaded during registration:

- A valid government issued photo ID document
- A bank/credit card statement issued in the last 180 days.
- Click [here](#) to view additional guidelines on documents.

Guidelines



- Join the call on time from a quiet place and ensure that your internet bandwidth is adequate
- Please follow appropriate call etiquettes, as you and the Amazon associate will both be visible to each other on video.
- We will send an email with more details within 24 hours
- For questions or concerns, [contact us](#)

Privacy policy



- We may record the video call for quality assurance and security
- We handle your data in accordance with our Privacy Notice
- We will verify your identity using the identity documents you uploaded

Device and software



- You can join the video call on personal computer, laptop, mobile phone with front-facing webcam, microphone, speakers and Safari browser on iOS devices, or Google Chrome browser on other devices.
- When prompted, please provide permissions for your Safari/Chrome browser to access your device's microphone and camera

Language



- We will support English (US)
- If you have a different language of preference, please bring an interpreter with you to the appointment.

Documents to Prepare

- Ensure that you have the physical / original documents that you have uploaded during registration with you (i.e. passport / driver's license / identity card / bank statement etc)
- If you have submitted e-statements, you do not need to print out a physical copy. Just an e-copy will do. You can show it via an alternative screen (eg: your phone)

Instructions for IPV

- Join the call on time from a quiet place and ensure that your internet bandwidth is adequate.
- You can join the video call either on your computer or phone. It should have a front-facing camera and microphone.
- You are advised to join the video call using Safari or Google Chrome browser for the best experience
- If you require translation during the call, you may have an interpreter with you

What Happens After IPV



Amazon will review your case internally and may reach out to you for further clarification within **2 business days** (if needed)



If you missed your original appointment and did not attend, you will receive a prompt when you open Seller Central. Please reschedule and be sure to be on time for the new appointment

[Back To Content Page](#)

[Back To Section Head](#)

Amazon Postcard Address Verification (OTP)

5

Click on the sub-category you need

What to Expect/Take Note for OTP Procedure

[Back to Content Table](#)

What to Expect / Take Note For OTP Procedure

****Not a required stage for all sellers**

Address Verification

1

Due to Covid-19, postcard delivery may take longer than the expected delivery date mentioned below

A postcard containing a code will be mailed to below address:

Estimated Delivery: 19 October 2022

Preparing Dispatched In transit Delivered

2

Enter the Verification code below once you receive postcard

Enter Verification Code Submit

Attempt(s) Left: 3

- 1** You can track the status and the expected date of delivery of your postcard here
 - 2** Once you have received the postcard, key in the code into the field
****Please do not key in false OTPs. You will only have 3 tries to key in the correct OTP.**
- !** Once you have exhausted your 3 tries, you may not be able to proceed with registration. When that happens, please reach out to SPS via the get support button.

Amazon Post Seller Identity Verification

6



It is important to complete all the actions prompted before you begin listing your products on Amazon

Click on the sub-category you need

Where to Update and Complete Your Registration

Updating Deposit Method

Updating Emergency Contact

Updating Tax Information

[Back to Content Table](#)

Where to Update and Complete Your Registration

Instructions

Upon passing SIV, you will be able to access Seller Central. You will see notifications on the home page prompting you to take action.

Deposit Method ...  Your deposit method is missing, invalid, or not assigned A valid deposit method that is assigned to the current marketplace is required to use your Selling on Amazon account and receive disbursements. Add or update deposit method	Alert ...  You need to provide tax information Tax identity information is required to open your Selling on Amazon account. Submit Tax Identity Information	Action needed ...  Check your emergency contact number In the instance a critical event occurs that affects your ability to sell, we may try to contact you. Help us reach you by ensuring your emergency phone number is accurate. Update now
---	---	--

[Back To Content Page](#)[Back To Section Head](#)

Updating Deposit Method

Instructions

A valid deposit method is required for you to start listing your products on Amazon account and receive disbursement.

Step One:



Assign the deposit method to the Amazon Store you would like to sell on

UN-ASSIGNED MARKETPLACES			
	Amazon.com.mx	Assign	
	Amazon.ca	Assign	
	Amazon.com	Assign	

Step Two:



Fill in the details of the bank account which you would like to receive your disbursement

Add new deposit method

Bank Location:

The bank account must be either issued by a bank or managed by a Payment Service Provider that is part of the Payment Service Provider Program.

Account Holder's Name:

9-Digit Routing Number:

Bank Account Number:

Re-type Bank Account Number:

Identify your bank account

Bank Account Number:

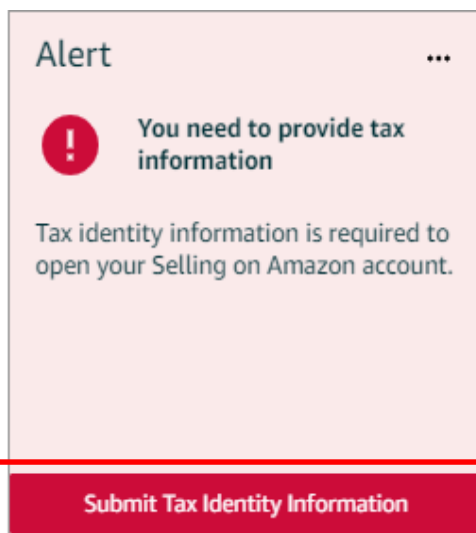
[Back To Content Page](#)[Back To Section Head](#)

Updating Emergency Contact



Check your emergency contact and update if it's different from the contact entered during registration

Updating Tax Identity Information



Instructions

A tax identity information is required for you to begin selling on Amazon. Read more about [United States Tax Regulatory Considerations](#).

Update your tax identity information by answering all questions in the Tax Interview. Remember to provide your e-signature for faster processing.



If you do not complete this step, customers will not be able to see any of the products you list

[Back To Content Page](#)

[Back To Section Head](#)

Amazon Seller Performance Review (SPR)

7

Click on the sub-category you need

Common Triggers and Receiving SPR Notification

Preparing the Necessary Documents for SPR

Utility Bills Submission Specifications

Where to submit SPR Documents

Things to note for Successful Document Submission

Video Verification after Account Suspension

[Back to Content Table](#)

Common Triggers for SPR

You may need to go through SPR if you:

****This list may not be exhaustive**



 Reactivate a dormant Amazon selling account



 Upgrade your selling plan (i.e. Individual to Professional selling plan)

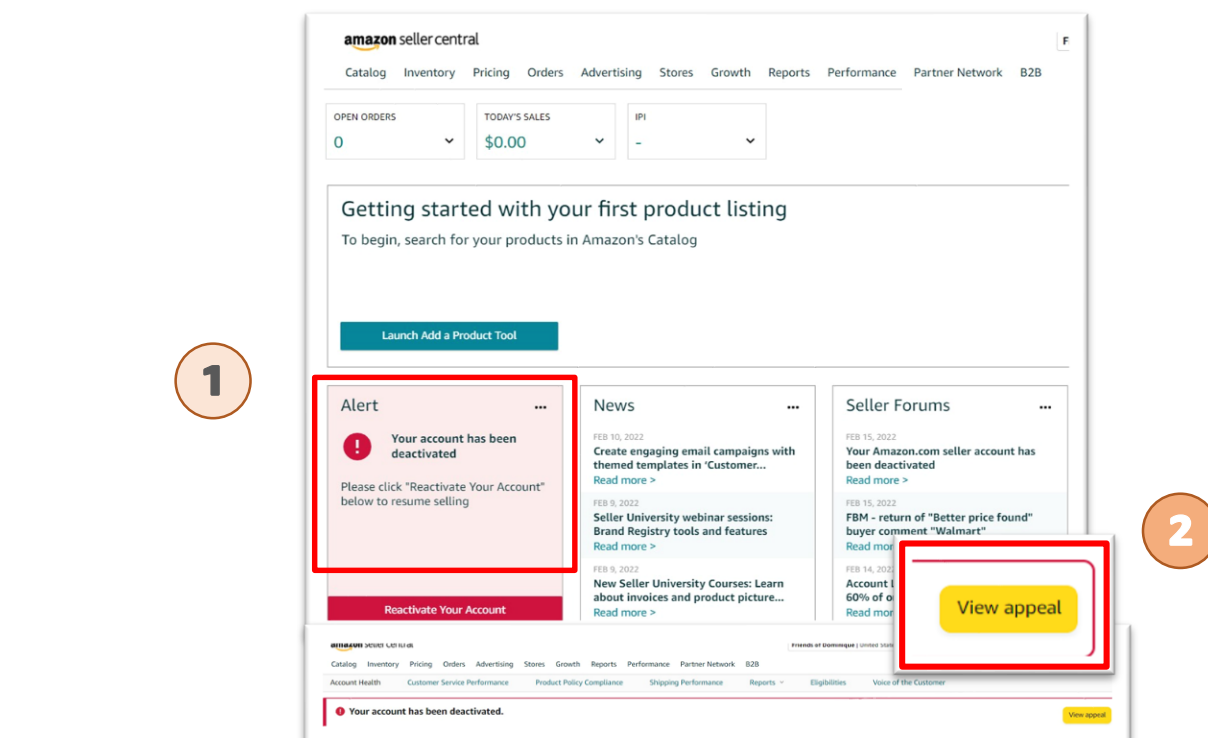


 Change the address you had registered with Amazon Initially



 Change your bank account details

Receiving SPR Notification



- 1 You will see a notification alert that says your account has been deactivated in your Seller Central home page.

2 Upon clicking into the alert, you will be redirected to your “Account Health” page. Click into the “View appeal” button to submit the documents required (see next page)

[Back To Content Page](#)

[Back To Section Head](#)

Preparing Necessary Documents for SPR

1. **Utility Bill, color scanned copy of one of the following:**
 - Piped or natural gas, electricity, piped water, telephone (telco) or internet service bill with name and address visible
2. **Business License (if applicable)**

Utility Bill Submission Specifications

 Name and address must match exactly with the name and address provided during account registration.

Please provide a utility bill associated to the address provided in Seller Central, even if the bill is not under your name.

 **You would have to prove you are operating from that address and / or the relationship with the person stated on the bill.**

 Water, electricity, gas, telephone (telco) or internet bill issued by the utility company.

 If your documents are issued in languages other than English, Chinese, French, German, Italian, Japanese, Portuguese or Spanish, please translate and [notarize](#) before submitting it

 Must be issued within the past 90 days

 Submit **all pages** of the utility bill, and it should have Colored and scanned, high quality and unobstructed images of all elements in the utility bill our name and address clearly visible.

Documents to verify relationships

If your utility Bill is under...	Submit
Landlord's Name	- Landlord's passport details - Landlord-tenant agreement
Parents' Name	- Parents' passport details - Birth certificate
Spouse's Name	- Spouse's passport details - Marriage certificate
Corporation's Name	- Business License

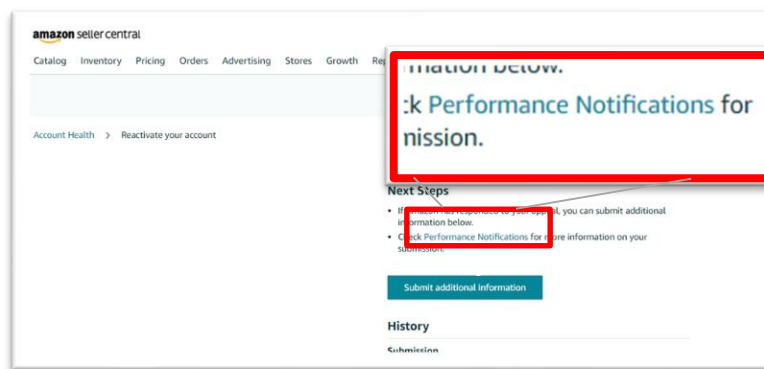
[Back To Content Page](#)

[Back To Section Head](#)

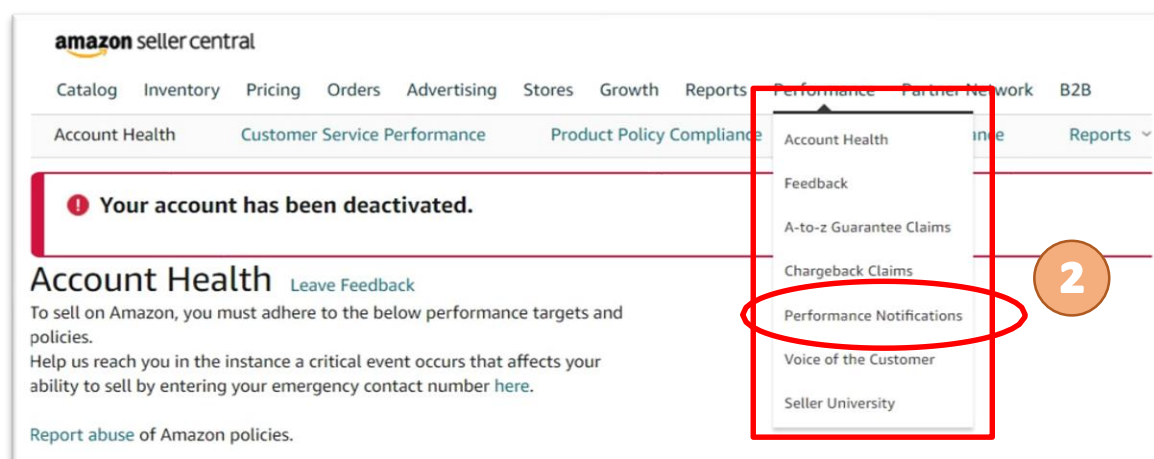
Preparing Necessary Documents for SPR

1. **Utility Bill, color scanned copy of one of the following:**
 - Piped or natural gas, electricity, piped water, telephone (telco) or internet service bill with name and address visible
2. **Business License (if applicable)**

Where to Submit SPR Documents



1 Once you click into the “View appeal” button, you will be redirected to the submission page. Click into the “Performance Notifications” link (in blue) for more information on the documents you are required to submit.



2 Alternatively, you can access the “Performance” tab, then click into “Performance Notifications” in the drop down selection.

amazon seller central Friends of Dominique | United States English Search Help Settings

Catalog Inventory Pricing Orders Advertising Stores Growth Reports Performance Partner Network B2B

⚠ Your account has been deactivated.
• Please visit your Account Health page to reactivate your account.

Performance Notifications

Please review the notifications below for important alerts that might affect your account health and ability to sell. For any concerns regarding account health, please respond to the notification directly. Otherwise, please contact us.

25 per page Filter by

Subject	Date	Actions
Your Amazon account	November 5, 2021	
Your Amazon account	November 4, 2021	
Review of your Amazon.com selling account	September 16, 2021	
Action Required: Amazon seller account under review	September 16, 2021	View appeal

3

Click into the notification with the “View Appeal” button in the “Actions” column.

3

Action Required: Amazon seller account under review

Hello,

You are receiving this email because you recently applied to sell on Amazon or you recently changed information on your seller account.

If you recently applied to sell on Amazon: At this moment, we are not able to verify your account, so your account cannot be activated. We need additional documentation to verify your identity. Please follow the steps under “How do I proceed with my application or reactivate my account?”

If you currently sell on Amazon: For your security, we have suspended your Amazon seller account. We need to verify a change to your payment methods. If you did not make this change, contact Seller Support. During our review, you will not be able to sell on Amazon. Please ship any open orders. If you have any funds in your account, they will be available after any amounts paid for A-to-Z claims or chargebacks on your orders have been deducted. This usually takes about 90 days, but funds may be held longer.

How do I proceed with my application or reactivate my account?

1. Confirm you have a valid credit card on file.
2. Provide the following documents:
 1. A bill that is dated within the last 90 days for piped or natural gas, electricity, piped water, or internet service with name and address visible.
 2. Business license, if applicable.
3. Make sure the files are in .pdf, .png, or .gif format. These documents must be authentic and unaltered, and the name and address on the document must match the name and address you provided during registration.
4. Submit your documents by following [this link](#).

We're here to help

If you currently sell on Amazon, you can see your balance and settlement information in the Payments section of Seller Central. If you have questions

4

Read the performance notification carefully for all the documents Amazon requires you to submit and follow the instructions closely

4

Things to Note for Successful Review

Things to Avoid

-  Repeatedly submitting documents before Amazon has sufficient time to review your appeal
 -  **Please give 5 business days for Amazon to review your appeal**
-  Submitting documents that are incomplete, illegible, tampered with, marked, or taken as a screenshot
-  Submitting an outdated, expired or invalid file type
-  Repeatedly submitting inaccurate documents (eg: submitting passport when utility bill is needed)

NOTE

After you submit your appeal, you will normally receive a response to the first email within 2 business days. You should only resubmit the documents if you did not receive a response for more than 5 business days.

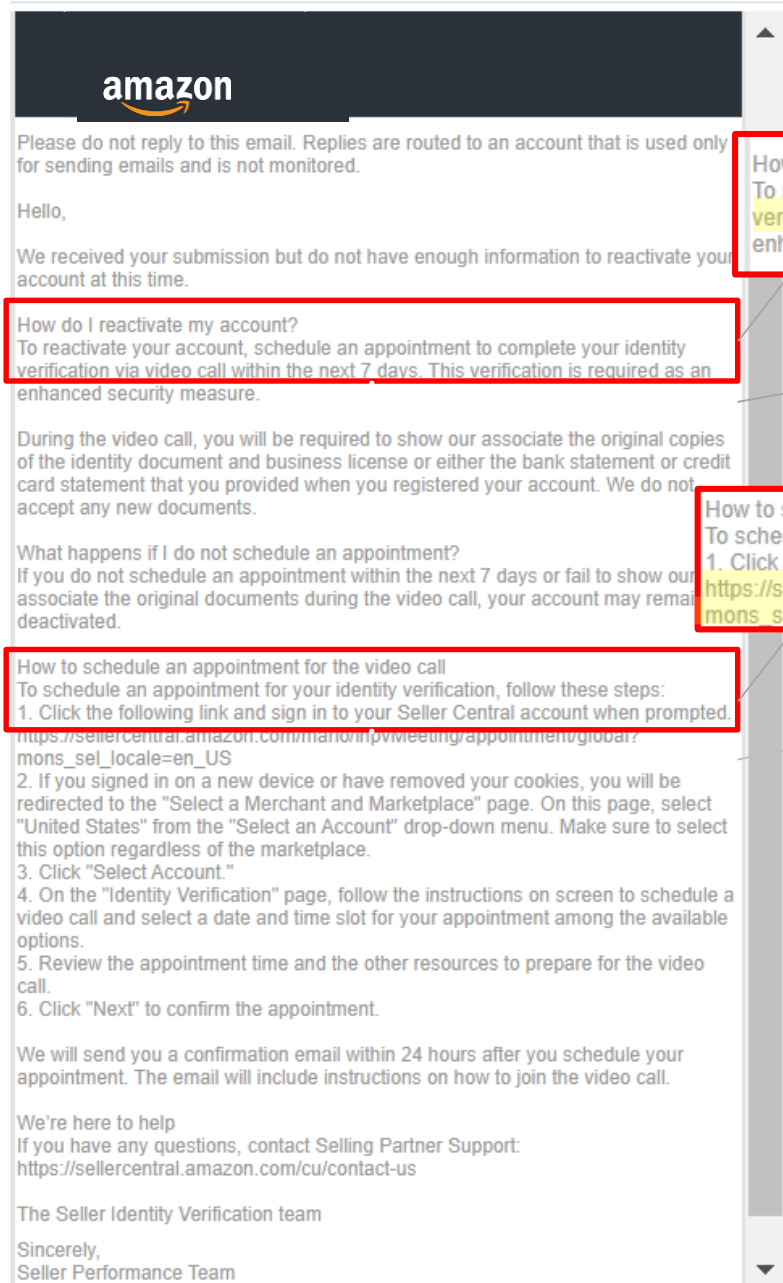
Common Mistakes made by Sellers

-  Sending in apartment bill or TV bill
-  Only **electricity, water, gas, telephone (telco) and internet bill** are accepted
-  Utility bill was issued more than 90 days ago
-  Utility bill **must be issued** within the past 90 days
-  Only submit the first page instead of all pages of the utility bill
-  Utility bill **must include all pages**
-  Name and address on utility bill does not match word-for-word with the ones on Seller Central
-  Name and address on utility bill **should match exactly** with the details on Seller Central

[Back To Content Page](#)[Back To Section Head](#)

Video Verification after Account Suspension

Identity verification for your Amazon seller account



How do I reactivate my account?

To reactivate your account, schedule an appointment to complete your identity verification via video call within the next 7 days. This verification is required as an enhanced security measure.

How to schedule an appointment for the video call

To schedule an appointment for your identity verification, follow these steps:

1. Click the following link and sign in to your Seller Central account when prompted:
https://sellercentral.amazon.com/mario/inpvMeeting/appointment/global?mons_sel_locale=en_US

How to schedule an appointment for the video call

To schedule an appointment for your identity verification, follow these steps:

1. Click the following link and sign in to your Seller Central account when prompted:
https://sellercentral.amazon.com/mario/inpvMeeting/appointment/global?mons_sel_locale=en_US

2. If you signed in on a new device or have removed your cookies, you will be redirected to the "Select a Merchant and Marketplace" page. On this page, select "United States" from the "Select an Account" drop-down menu. Make sure to select this option regardless of the marketplace.
3. Click "Select Account."
4. On the "Identity Verification" page, follow the instructions on screen to schedule a video call and select a date and time slot for your appointment among the available options.
5. Review the appointment time and the other resources to prepare for the video call.
6. Click "Next" to confirm the appointment.

We will send you a confirmation email within 24 hours after you schedule your appointment. The email will include instructions on how to join the video call.

We're here to help

If you have any questions, contact Selling Partner Support:
<https://sellercentral.amazon.com/cu/contact-us>

The Seller Identity Verification team

Sincerely,
Seller Performance Team

You may be asked to go through video verification as part of the SPR process. You will see a performance notification as shown.

Click into the link to schedule a video interview within 7 days of receiving it

**** Failure to do so will render you ineligible to sell on Amazon**

Back To Content Page

Back To Section Head

Questions

8

Click on the sub-category you need

FAQ

Contact Us

[Back to Content Table](#)

FAQ

Q: What if my driver's license does not have an expiry date?

A: Please enter a dummy date 3 months from the date of application.

Q: I do not have a credit card, can I still register Amazon Selling Account?

A: Unfortunately, you will need to have a credit card to sell on Amazon.

Q: I do not wish to pay for Professional selling subscription fee. What can I do?

A: You will need to [downgrade your account](#) to an Individual Subscription plan. **(You will only be able to do so after successful registration)**

Q: In which countries in the Amazon Global Selling Program currently available?

A: Currently it is available in US, Canada, Mexico, UK, Germany, France, Italy, Spain, the Netherlands, Sweden, Poland, Japan, Australia, India, UAE, Saudi Arabia and Singapore

Q: Do I need to create multiple Amazon accounts if I want to sell in different marketplaces?

A: No, you do not. Global registration allows you to create Amazon selling accounts in multiple Amazon stores worldwide through one registration application. [Refer to this article](#) for more details.

Q: Do I need to make sure that the address on my bank account statement is the same as the address I registered with Amazon?

A: The address on statement and on your registered selling account **does not** have to match, however, we do check if the country for both documents match.

Q: Can I change my display name (store name) after registration?

A: Yes, you can. Go to "Settings" -> "Account Info" in Seller Central and provide a new seller display name.

Q: Can I provide another credit card after opening an account?

A: You can provide a new credit card at any time through your Seller Account Information page.

[Back To Content Page](#)

[Next Page](#)

FAQ

Q: During SIV process, I submitted real and valid documents but it never passed. What should I do?

A: First, confirm through [Performance Notifications](#) that the documents you submitted are required. Also, please take note of any emails from Amazon sent to you. An explanation as to the reason for the rejection will be sent to your registered email address.

Q: What should I do if I encounter a system error and cannot submit materials or move to the next step?

A: You can click on the ["Get Support" button](#) at the bottom of the registration page. You should include a detailed description of the problem you are experiencing and confirm your email address and phone number so that Amazon can contact you.

Q: Can I take a break and complete the registration later?

A: Yes, you can. Simply log in with the email address and password you entered when you created your account to continue.

Q: I accidentally signed up for an account and don't need my account anymore. How do I close my account?

A: Contact Seller Partner Support to close your account. Go to "Help" -> left panel "Contact Seller Partner Support"

Q: If my business license address is different from my actual office address, which one should I fill in?

A: Fill in an address for which you can provide utility bills for water, electricity, coal/natural gas, or Internet service. Make sure that the address you provided allows you to receive an OTP from Amazon.

Q: I have successfully appealed. Will I be reviewed again during when selling my products?

A: During the course of your business operations, your account may be subject to review based on your performance.

FAQ

Q: When filing an appeal, are the materials I need to prepare the same for each marketplace?

A: Amazon Europe has a different page for filing your utility bills for appeal, but the process is simple and you do not need to prepare additional documents. For other marketplaces, follow the instructions on "Performance Notifications" and "Account Health" page in Seller Central when preparing materials.

Q: How long does the video verification interview last?

A: Video verification usually lasts about 30 minutes

Q: What if I don't have time at the available video verification time slots?

A: If there is no suitable time option available at the time of booking, log in to the registration interface after 2-3 days to check. Amazon regularly adjusts appointment scheduling times.

Contact Us

Join our **Telegram seller community**
(SG-based sellers only)



Visit our **Facebook**
to receive tips and
advices on selling to
Amazon.com



[Back To Content Page](#)

[Back To Section Head](#)

Appendix

9

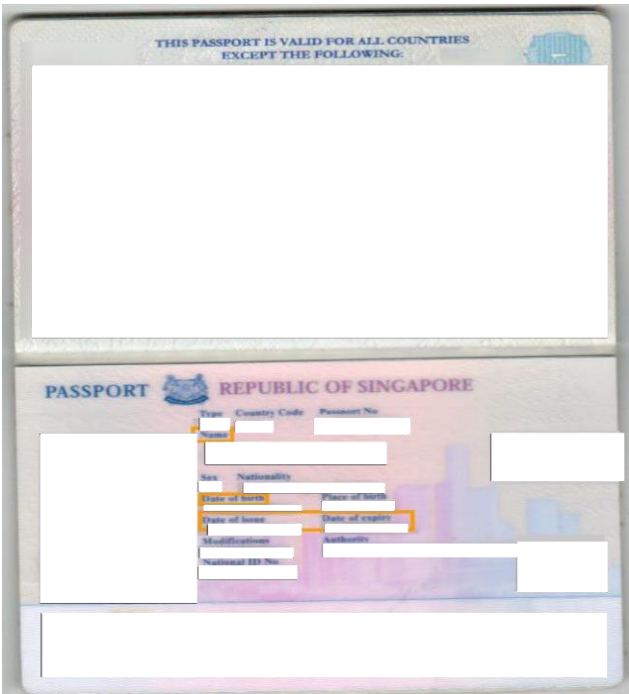
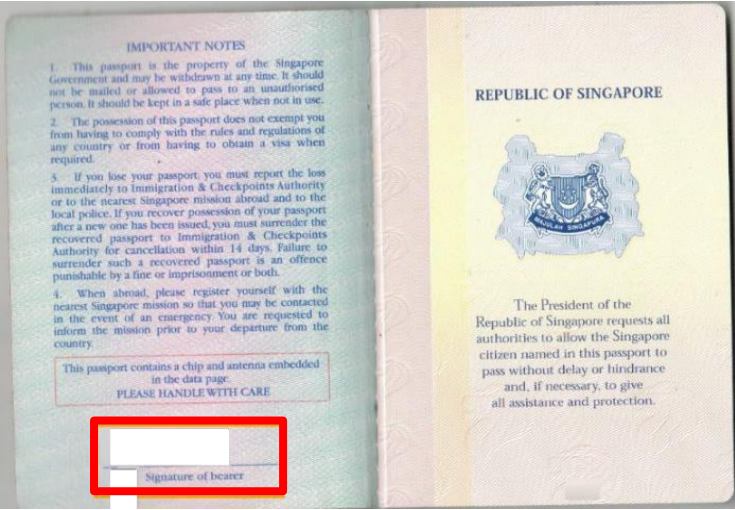
Click on the sub-category you need

Example of Passports

[Back to Content Table](#)

Examples of Passport Screenshots

SINGAPORE

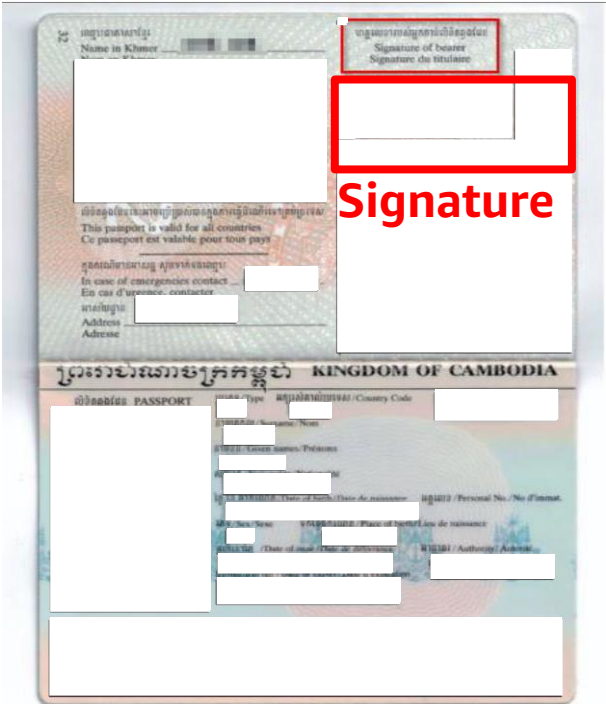


*Page with signature should be included

MALAYSIA



CAMBODIA



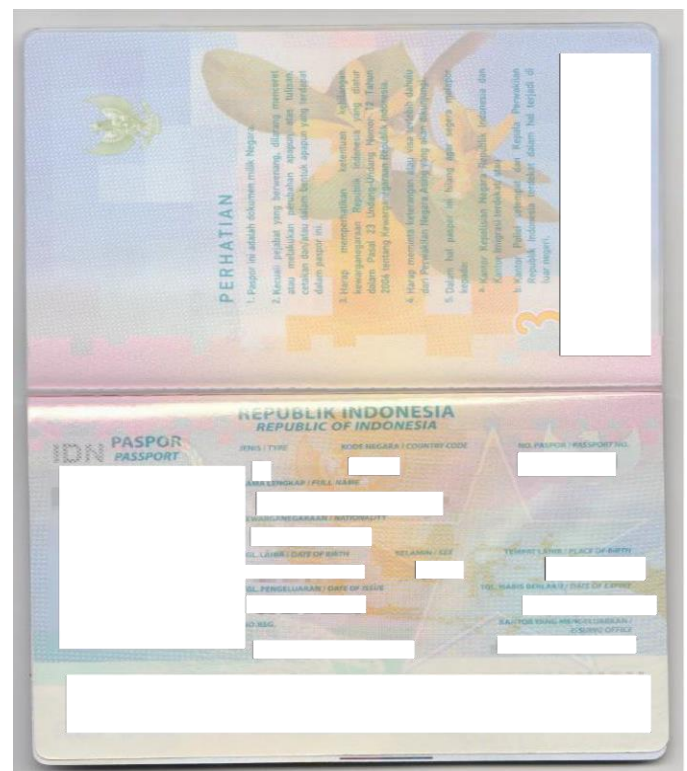
Examples of Passport Screenshots

PHILIPPINES



***For new PH passport holders, please make sure to sign this section**

INDONESIA



[Back To Content Page](#)

[Back To Section Head](#)

Amazon US Registration Guidebook

